

School Engagement at Fujitsu

Business in the Community, Business
Class Program - Fujitsu UK 2018

FUJITSU

shaping tomorrow with you



**BUSINESS
IN THE
COMMUNITY**



**THE PRINCE'S
RESPONSIBLE
BUSINESS NETWORK**

A young man with dark hair and glasses is shown in profile, looking down at a laptop. He is wearing a brown button-down shirt. In the background, a woman with blonde hair is also looking down at a laptop, and the setting appears to be a bright, modern classroom or office with large windows and plants.

Contents

Foreword	3
Business in the Community (BITC)	4
Annual School Events	9
Newly Established Events Over 2017	13
Future Engagement with BITC	16
Appendix	19

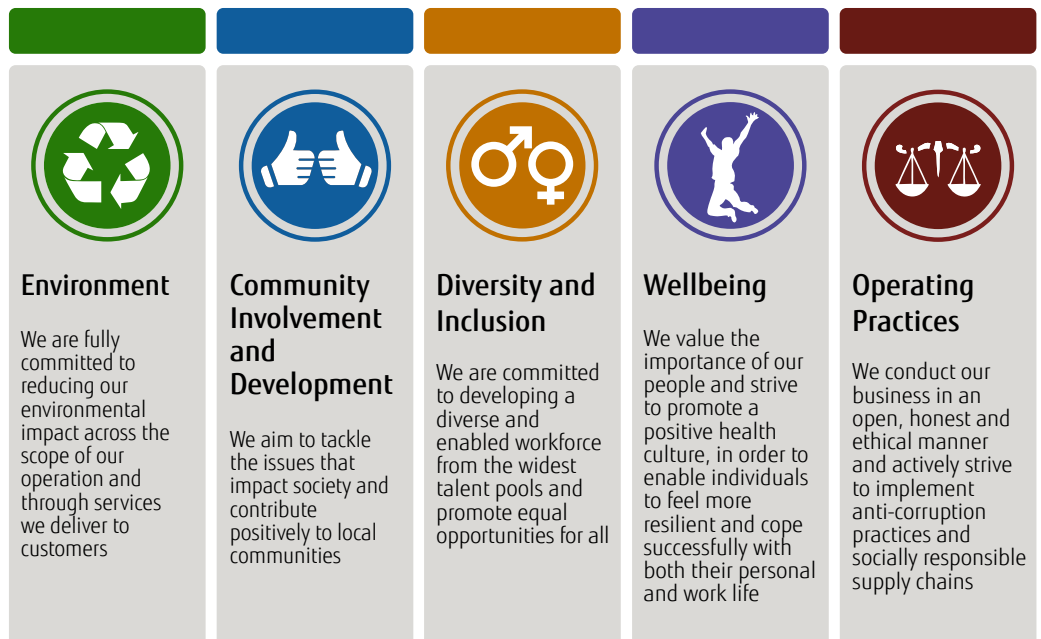
Foreword

A Connected Society

As a Global ICT company serving customers in more than 100 Countries and employing over 157,000 people, Fujitsu touches the lives of thousands around the world. As a business we pride ourselves in creating strong relationships not just with our customers and colleagues but also the society we live in. Forming these relationships takes dedication, enthusiasm and commitment, where success can positively enhance society as well as have inspirational effects on the wellbeing of Fujitsu employees, our persistence to create these relationships is untiring.

At Fujitsu we believe that businesses play a critical role in ensuring our society is fair and sustainable. Incorporating responsible business into everything we do, is one of our four Responsible Business values that we embed in our day to day operations. Ensuring Responsible business is considered in all aspects of our operations, a common framework gives the foundations for setting out our strategy, splitting common themes into 5 pillars allows us to set specific KPI's for those areas starting at a Global level all the way down to country level.

This report highlights our work within the Community Involvement and Development pillar and gives an insight into one aspect of Fujitsu work towards creating a connected society; giving a summary of Fujitsu School engagements in the Business Class programme run by Business in the Community (BITC) from 2015 to 2018. Fujitsu culture not only promotes Responsible Business but actively encourages it within its employees and we are proud to be in collaboration with BITC for these great initiatives, increasing our engagements and nurturing the ones which already exist.



School Partnerships

Fujitsu strives to reach out and make a difference by creating opportunities within schools and the community around them. To create lasting meaningful relationships that we can be sure will benefit society we decided to become an active participant in the BITC Business Class programme.

88% of young people have reported to wanting better access to employers to bridge the gap between education and joining work¹, and BITC gives Fujitsu a great direction to helping young people with this aspiration. Our vision was to create a structured programme for education support, deliver academic and industry link advice and guidance for pupils, as well as leverage personal development within Fujitsu. We have partnered with a number of schools participating in the BITC Business Class programme:

Former Partnerships:

Bangor Academy - January 2015 to December 2017

Current Partnerships:

Easthampstead Park School, Reading - 2017 and ongoing

The Vyne Community School, Basingstoke - 2013 and ongoing

The Ercall Wood Technology Academy, Telford - 2014 and ongoing

¹ CBI/Pearson 2013

Business in the Community (BITC)

BUSINESS IN THE COMMUNITY

Business in the Community is a membership organisation for businesses who want to commit themselves to acting responsibly and investing in building a better society. Fujitsu dedication to responsible business aligns with BITC's; that it is a social, economic and business imperative to ensure that the country's young people are supported in gaining the essential life skills to succeed. Through our engagement with the schools we hope to support their aim of reducing the skills gaps that organisations in the UK are currently facing by creating a pipeline for future talent.



Fujitsu UK Community Map



Business Class

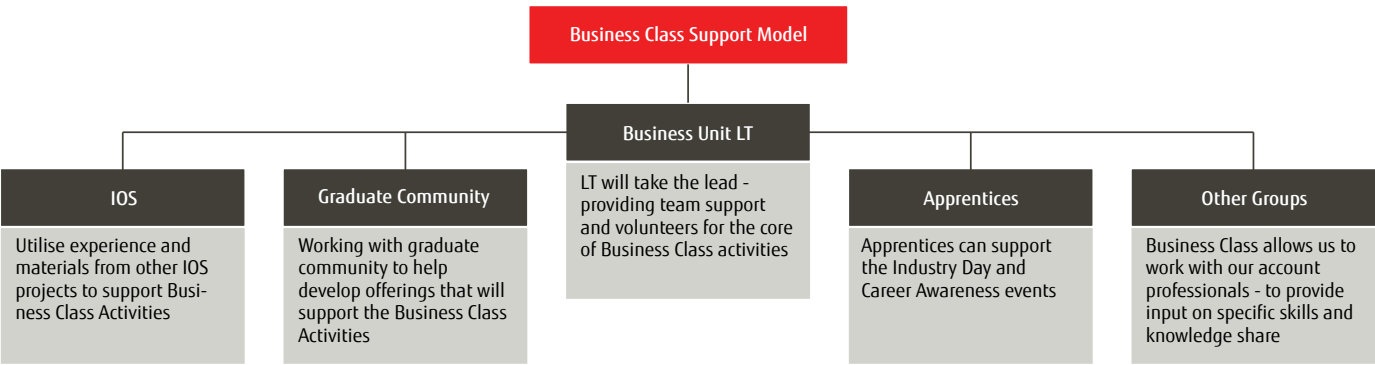
It is vital that businesses do all they can to support schools, 3.7 million children, 30% of the total number of children in the UK, live in poverty². Children that grow up in poverty are less likely to succeed, at school and then at work. In the UK this disparity is evident as we have one of the lowest rates of social mobility in the developed world.

Schools qualify to be part of the Business class programme based on four criteria, which ensures that BITC supports the schools that need the most help:

- Free school meal³
- Progress 8⁴
- Attainment 8⁵
- Income Deprivation Affecting Children Index (IDACI) rank⁶

BITC has over ten years' worth of experience of building school-business partnerships, they strive to create the greatest possible positive impact in education. Following the Business Class programme which supports organisations and the schools to build long term partnerships they aspire to benefit whole school communities, not just the students.

By utilising BITC's expertise Fujitsu hopes to help create a better future for young people across the UK. After involvement in a school-business partnership, 82% of schools believe that staff and students are better equipped for the future, 72% of businesses report increased staff engagement, opportunities for skills development and improved internal networks while 80% of pupils report their confidence or aspirations were boosted⁷. It is vital that large businesses such as Fujitsu take it upon themselves to help educate school children and parents on the variety of possible jobs and careers they can pursue not just via University but also via apprenticeships and work experience.



² Business Class Update (March 2018) - Business In The Community
³ 67% of schools partnered with Fujitsu are above the national average of pupils qualifying for free school meals
⁴ 66% of schools partnered with Fujitsu are below 0, if a score is below 0 then this is perceived as being below the national average
⁵ 100% of schools partnered with Fujitsu are below the national average (current average: 48.5 points)
⁶ None of the schools partnered with Fujitsu fall within the top 30% most deprived communities in England.
⁷ Business Class Update (March 2018) - Business In The Community

Customers and Communities

Our overriding approach to our partnerships follows the values we promote and actively use with our customers; we listen to their requirements, collaborate to develop appropriate solutions and through careful planning deliver to the best of our ability for maximum impact. In short our partner schools are like customers and it is through joint working and shared mandates we develop meaningful interventions for delivery as required.

Through this commitment and our approach to deliver, assess, refine and repeat key interventions we now have a sustainable portfolio of what we call our 'business as usual' interventions. These represent tremendous investment in what we do and means that we are able to quickly deliver inventions with minimal planning, apart from volunteer engagement and logistical support from the schools themselves. Furthermore it is due to this approach that we have been able to achieve great results and immediate impact very early on in all our school engagements.

Impact Achievements

With incredible enthusiasm from volunteers, teachers and students the impact so far that Fujitsu has had working with BITC has been outstanding. As of 6th March 2018 through our 4 partnerships, (of which 3 are still active), we have reached out to 3025 young people with the efforts of 268 Fujitsu employee volunteers who have taken part in activities to support these young people and a donation of a grand total of 1352.5 hours of Fujitsu employee time.

Our main area of focus is to create an interactive learning environment where students can gain confidence whilst learning important life skills required to help prepare and develop their future aspirations. Alongside focusing on the students, preparing parents to feel confident in supporting their children throughout the process comes in hand in hand when working with young people. To develop new and meaningful interventions that support the students, teachers and parents we meet regularly with the various pastoral leads at the schools. Consistent collaboration and communication is what makes these projects successful at delivering a direct impact to the schools.

	Students	Fujitsu	Teachers	Parents
Vyne School Partnership	1119	81	31	63
Easthampstead Park Community School Partnership	173	51	24	0
The Ercall Wood Technology Academy	410	5<	n/a	n/a
Total	1702	132	55	63

Impact Statistics (2017-2018)

A statement from Fujitsu's BITC Ambassador

“ As someone who is passionate about preparing our younger generation for life after education, I am really grateful to have the privilege to fulfil the role of a BITC Business Class Ambassador. It's an extremely rewarding role that enables me to work directly with both our partner schools to help them address student attainment and aspiration with targeted and outcome based interventions.

The breadth of work we do with our schools is truly outstanding and our achievements are always held up within the schools community as a real and meaningful business school partnership.

For me personally our school's engagement programme under BITC is a great success and a fantastic opportunity to really put something back into our local community. ”

David Ross

Defence Solution Owner

BITC Ambassador, The Vyne School

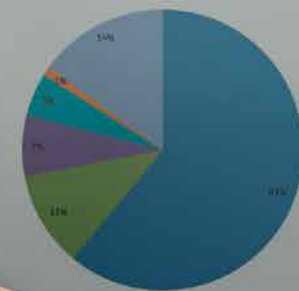




World Population by Country

China	1,369,300,000
India	1,289,985,000
United States	320,698,000
Indonesia	255,461,700
Brazil	204,172,000
Pakistan	189,874,000
Nigeria	183,523,000

World Population by Continent



FUJITSU

FUJITSU

Annual School Events

With some of these events now on their fourth year, our Graduates, Apprentices and mentors create and maintain the positive energy for these events, strengthening the relationship between Fujitsu, the students, parents and teachers. These annual events have had rewarding impacts on the schools; some have classed our interventions as major events of the year which they thoroughly look forward to.

Ercall Wood School of Technology

Ercall Wood is one of our well established partners with a wide range of engagements from mock interview days to maths challenges. We work collaboratively with other partners of the school to ensure full potential of the events.

STEM Events (March 07, 2017)

As one of our collaborations with other partners of the schools from the private industry, the STEM events aim was to deliver an exercise to all Year 9 pupils that would promote the real working world and key skills that are necessary to succeed in the workplace (i.e. working as a team, presentation and communication skills and project management).

The task put forward by Fujitsu was based on a sense and respond activity where the students were to pretend they were an Aerospace company producing planes to a certain specification requested by their client. Throughout the exercise, different challenges would be put forward requiring the teams to respond in a timely and professional manner and to ensure they abided to the clear instruction communicated to them by the client leads. The exercise proved a success, by the end of the event over 120 students had completed the exercise and the teachers who came in on each rotation commented on the positive impact this had on their pupils – explaining that the practical and guidance given really did help to press home just what is expected of them when they are working in a professional environment.

Maths Challenge

A total of 30 of the school's higher achievers are selected for this challenge with the best performing group receiving an award and prize. The launch occurred in May 2018 and took place at a neutral venue involving 4 Fujitsu volunteers who help to kick off the challenge where the pupils are to outline a CO₂ reduction study and are required to create a presentation.

Morning Assemblies

Each year Fujitsu is invited to attend morning assembly to all Year 11 Students so that we can enlighten them on the careers paths in to the company – with an emphasis on the Apprenticeship Scheme a stand is set up and pupils invited to come and chat and take away handouts and freebies. A simple but hugely important way to begin enlightening students on different careers and different pathways in which they can achieve them.

The Vyne School

Now in its 6th year the partnership with Fujitsu supports multiple activities across all year groups and continues to develop a strong relationship with the school. The Head Teacher often uses the phrase 'The Fujitsu Effect' when he talks passionately to the prospective parents about the impact we have on his students.

Student Voice

Now active for 4 years, the Student Voice is a committee of students who meet to discuss school issues and brain storm solutions to resolve them. Led by two Fujitsu DNS (Defence and National Security) Apprentice volunteers, the council members consist of representatives from each year group in the school, meeting every two weeks throughout the school year. The Fujitsu volunteers support the running of the council and help develop the student's confidence by giving subtle contributions to create active discussions within the group.

By creating continuous interaction with the students within such a small time frame we have started to explore broader issues around the school's curriculum; after school activities, anti-social behaviour and the quality and consistency of teaching. This is all a far cry from the previous 'hot topics' around the price of canteen ketchup sachets so frequently raised in the early days of the group.

Presenting some of their 'hot topics' to the schools governors at a Pastoral Committee meeting the governors were extremely impressed with their confidence and ability to debate their opinions. Members of the Student Voice have also made a visit to the Basingstoke Defence Digital Innovation Suite for one of their meetings which gave them a real insight into working environment.

The group are currently exploring LGBT+ awareness within the school and together with our volunteers, the lead tutor and support from our SHINE LGBT+ organisation our aim is to develop a series of awareness events that can be delivered during the summer term 2018.

“ The partnership with Fujitsu has developed beyond our wildest dreams ”

Mark Kingswood,
Head Teacher

Year 10 CV Skills Workshop and Mock Interview Days

The CV skills workshops were developed as a build up to the Year 10 Mock Interview day and delivered in February so that each student had time to create a professional looking CV in readiness for their interview. The workshops were delivered to each tutor group in a dedicated hour-long session with the Fujitsu volunteers running through a number of exercises to encourage the students to openly discuss their qualities and think about how these would relate to their CVs.

The aim of each session was to impress upon the students the importance of their CV and how to create a profile that brings out the most of their skills and attributes. They used materials such as 'action word banks', words typically found in CVs that describe skills and attributes and a few tips on 'do's & don'ts'. The 'deadline' was then set by which to hand in a completed CV in advance of the mock interview day.

For the Mock Interview Day students were given the option to 'dress to impress' as part of the interview process and encouraged to talk about themselves, drawing out their strengths and focusing on the positives.

The timing of the Mock interviews were scheduled to coincide with the students work experience interviews planned after the Easter break. This provided a perfect way to apply their improved interview abilities.

Given a full day of effort from each of our volunteers, the impact is demonstrable with all students providing positive feedback along with great comments from the teachers who get to see another side of the students they teach every day.

Due to the success of both of these interventions we were able to repeat them for the students at Easthampstead Park School with a slightly smaller group of volunteers later in the autumn term.

To ensure we are always improving and adapting we asked for feedback from the students. 94% of students felt that taking part has increased their understanding of the skills needed by employers which was extremely positive. We gained some insightful constructive feedback that being able to apply for specific jobs rather than having a general interview would have been helpful. Receiving ideas such as this is important as we can carry them into our next year's engagement for improvement.

Careers Fair

This annual event is aimed at students of all ages together with their parents. The event provides a great opportunity for those attending to talk about careers within Fujitsu; what we do and what is involved in the recruitment process. Aimed at our Apprenticeship Schemes at all levels as well as our Graduate programmes, these events are heavily supported and run by volunteers from our Graduate Apprentice and Placement (GAP) community within DNS.



Student Voice



Year 10 CV Skills Workshop and Mock Interview Days



Careers Fair

WORLD RECORD ATTEMPT

Fraser Corsan & Project Cirrus

Raising vital funds for SSAFA, the Armed Forces charity

Targets:

Highest Altitude Jumped in a wingsuit – **40,000ft**
Longest Time Flown in a wingsuit – **10mins**
Highest Speed Flown in a wingsuit – **250mph**
Furthest distance Flown in a wingsuit – **20 Miles**

Fraser will be jumping from a height of

40,000 ft

This is **10,000 higher** than the summit of Everest, and requires a specially adapted hot air balloon

250 mph

Fraser's speed during descent – faster than a Bugatti Veyron...

...making him the **fastest man in the world** without machinery



8-10 seconds

At 40,000ft ambient pressure reduces to 14% making breathing almost impossible. At this height, a person would have just 8-10 seconds of useful consciousness



airliners fly at 36,000 feet

8 mins

How long it will take Fraser to fly as opposed to the 8.5 hours it would take the average person to walk the same distance



20 miles

Fraser will be travelling a distance of 20 miles in the wingsuit which is roughly the same distance as the English Channel between Dover and Calais

10 jumps...

Fraser is making an average of 10 jumps a week between now and May when the weather is suitable

-137°

This is the wind chill temperature up there – a lot colder than your average home freezer

Class A

The challenge requires Class A airspace clearance – he will have a corridor of 30 minutes which will be 25 miles long and 5 miles wide



2,300 jumps

Fraser has carried out 2,300 jumps to date, 1,300 wingsuit jumps and has spent 55 hours, 58 minutes and 43 seconds in freefall

SSAFA

61,155 people helped by SSAFA charitable services in 2015

21,983 people contacted SSAFA Forcesline in 2015 (phone or email)

1,431,250 volunteering hours have been donated by our branches and committee volunteers in 2015

1,625 people have been supported through SSAFA's housing services in 2015

492 people were members of a SSAFA support group in 2015

ssafa | the Armed Forces charity

Newly Established Events Over 2017

Expanding and Innovating

These annual events are invaluable to our continuous relationship with our school partners, however we strive to improve and increase our interventions to keep these young people excited and engaged throughout the years.

Over the academic year 2016/17 we've held a number of new successful events:



The Vyne School

Working with the Year 7 student cohort in their autumn term, DNS volunteers took part in another all-day event called the Fujitsu 'Enterprise Challenge day'. This event was designed to help promote creativity whilst encouraging new students to the school to work in teams, develop better communication skills and gain an understanding of everyday business skills used in industry.

In small groups the students were asked to brainstorm their ideas to create a mobile 'app'. Using various skills from business methods each team developed their app around its 'look and feel', its functionality and its 'unique selling point' that would help drive sales. Assigned to various business roles of Project Management, Research & Development, Finance and Marketing etc. they spent the whole day working with their own Fujitsu 'consultant' volunteer who was there to provide the team with advice, guidance and keep them on track.

At the end of the day each group presented their application idea to a set of Fujitsu 'Dragons' to gain the necessary investment that would see two teams competing head-to-head at the Digital Defence Innovation Suite at our Basingstoke offices later in the month; the 'dragons' in waiting were members of the DNS Senior Leadership Team!

Inspired by Fujitsu Fraser Corsan's world record attempts for a High Altitude, Low Opening (HALO) jump in a specially designed wing-suit in support of the Soldiers, Sailors, Airmen and Families Association (SSAFA), we designed an intervention for the Vyne School year 8 cohort aimed at helping them develop their own fund raising event. The event was kicked-off with a fun and interactive whole school inspirational assembly led by Fraser himself and supported by a charity representative from SSAFA.

The classroom based intervention's that followed were led by Fujitsu volunteers who brought insight to the students around business skills and disciplines that helped them develop, plan and execute their own fund-raising ideas. With the help of the volunteers the students were able to complete a number of fund raising activities during the Sumner Term, including a relay fun run that covered the same distance as Fraser's world record attempt, eventually raising a fantastic £750. This was later presented to a SSAFA representative at a special celebration assembly and was featured in the local Basingstoke Gazette.

“ We hope they were inspired to pursue these ideas in the future and remember Fujitsu's name for years to come! ”

Alex Kendall,
Software and Solution Developer DNS,
Graduate Volunteer

Easthampstead Park Community School

Our first significant intervention for Easthampstead Park Community School (EPCS) was a repeat of our 'Enterprise Challenge Day' event, aimed at the Year 10 students.

Being an older student group the event included more emphasis on financial predictions and introduced the concept of using 'paid Fujitsu consultancy' for specialist areas the groups needed assistance with, an extended time slot for the final sales 'pitch' at the end of the day was added.

In support of the event the school provided a dedicated teacher for each group which enabled the volunteers to really focus the students on the main objective.

The day concluded with presentations and the two winning teams spent a day in our DNS Digital Innovation Suite to re-pitch their ideas to our Vice President and one of his Senior Leadership Team. Whilst they all went away having a great experience and some Fujitsu 'goodies' the winning team also took with them our Enterprise Challenge Day Winners trophy.

To provide inspiration and encourage academic attainment, a small group of year 10 girls studying Business Studies were invited in to our Fujitsu office in Bracknell as part of a Women in Business Empowerment Breakfast. This was a great opportunity to introduce the students to a working business environment and was supported by a number of our women employees from various business units. Our volunteers all gave presentations on the theme of 'aiming high to achieve' and individually all helped to demonstrate what can be achieved if you work hard and focus.

As a follow-on event from the Breakfast Networking session a larger group were invited back for a business focused tour of our Single Point of Contact (SPOC) centre in Bracknell with an opening address from one of our Operation Directors.

From an impact perspective, student visits to our sites are extremely powerful and in the majority of cases provide the only opportunity some students have to see how business operates. As such we are always looking for opportunities to bring students into our offices which in turn provides us with a great opportunity to engage early with future work force within the local community.

Feedback from EPCS students who attended the Women in Business Empowerment Breakfast:

“ Fun, thank you for the breakfast, presentation, networks and the free gifts. It was great.

I liked the way it made me think about my future and working at Fujitsu.

Really interesting and reassured me about the future opportunities.

Highly enjoyable and motivating.

Great experience, I learnt about employment opportunities. ”

Creating a strong relationship between students and Fujitsu employees is extremely important. A fun engaging event has its own learning objectives, however a deeper relationship can make a real difference between an interactive day and a change in motivation at school. 1-2-1 Student Mentoring was set up between Fujitsu volunteers and a selected group of year 9's in Easthampstead Park Community School which was to be our first mentoring scheme. The partnership objective is to develop a meaningful and sustainable programme that we can repeat each academic year. Mentors attend sessions at the school on a regular basis to discuss a wide range of topics and issues.





“ My experience in working with the BITC business class programme has been invaluable... working with the scheme enabled me to develop my own skills, such as presenting, communication and leadership... I have seen first-hand the benefit of running a programme like this; for some young people it is life-changing ”

Eve Silveston-Maxey,
Defence & National Security Project Manager
Graduate Volunteer

Future Engagement with BITC

In addition to the interventions summarised previously, there were a number of activities that took place for all 3 schools in the 2017 academic year.

Some of these were a re-run of already established interventions whilst others were delivered for the first time and against specific partnerships aims and objectives.

Discussions with IT Department leads within the schools on ideas and initiatives that focus on supporting IT related projects and Compute Science Club activities to increase passion and enthusiasm towards technology and many more projects are in discussion for implementing throughout all of our partnerships.







Appendix

Further interventions and ongoing plans for engagement:

The Ercall Wood Academy	Vyne School	Easthampstead Park Community School Partnership
<ul style="list-style-type: none">■ Young Enterprise Business Mentorship■ Advice and Guidance for the Computer Science Club■ Promoting Well Being	<ul style="list-style-type: none">■ Apprenticeship Awareness Breakfast Networking■ Subject Options Assembly (March 2018)■ Hampshire TeenTech (2017/2018 Summer term)■ School Open Evening (2017 Autumn term)■ Student Achievement Evening (Annual event Summer term)■ Year 8 Reflection & remembrance Garden Project■ Year 9 Options Advice Morning LGBT+ Awareness Sessions	<ul style="list-style-type: none">■ CV Skills Workshop (2018 Summer)■ Mock Interview Day (2018 to be confirmed)■ Apprenticeship Awareness Event (2018)■ Maths Assistance Programme (2018)



FUJITSU

22 Baker Street, London W1U 3BW, United Kingdom

Tel: +44 (0) 1235 79 7711

Email: askfujitsu@uk.fujitsu.com

Ref: 3856

uk.fujitsu.com

© FUJITSU LIMITED 2018. Unclassified. All rights reserved. FUJITSU and FUJITSU logo are trademarks of Fujitsu Limited registered in many jurisdictions worldwide. Other product, service and company names mentioned herein may be trademarks of Fujitsu or other companies. This document is current as of the initial date of publication and subject to be changed by Fujitsu without notice. This material is provided for information purposes only and Fujitsu assumes no liability related to its use. Subject to contract. Fujitsu endeavours to ensure that the information contained in this document is correct but, whilst every effort is made to ensure the accuracy of such information, it accepts no liability for any loss (however caused) sustained as a result of any error or omission in the same. No part of this document may be reproduced, stored or transmitted in any form without prior written permission of Fujitsu Services Ltd. Fujitsu Services Ltd endeavours to ensure that the information in this document is correct and fairly stated, but does not accept liability for any errors or omissions. ID-5026-001/06-2018